

Executive Committee Meeting of the Winterport Business Association  
Tuesday, June 23, 2009  
Main Street, Winterport, Maine

Meeting began at 7:30 a.m.

Members in attendance were Bernie Littlefield, President; Tammy Higgins, Treasurer; Ann Ronco, Secretary; and Joe Brooks, Board Member.

Bernie confirmed that Debbie Peet will be acting as Chairperson for the membership drive. He will be following up with her regarding progress.

Joe suggested that the Association needs recognition and a large group of people/businesses are still not aware the association has formed. He suggested we get on board with the fund raising event going on with Eastern Maine Hospital. He stated the association doesn't need to make a financial contribution, but we could use the name of the association in conjunction with the fund raising efforts. This will be discussed at the next meeting.

Joe also made mention that the Town Council has approved the selling of some town owned land in order to raise funds to purchase waterfront property. He suggested the association endorse this since it could help revitalize the Winterport downtown area. This might also be a good subject to get in the newspaper as a press release. He was asked to speak on this at the next meeting.

Tammy said she will be following up also with the membership drive by sending out emails asking for dues.

Bernie will be reworking the "Benefits of Membership" letter with Deb Newman. Ann said she was also using this to develop a brochure for the association. Both will be handed out at the Winterport Music Festival. Also regarding the festival, a schedule was designed so we could ask for members to help man the table the association will have there. It was discussed to also have an area for members to display their business cards and brochures.

Bernie also said he would hand out the "Benefit of Membership" at the gallery showing he was going to have at Pairings next week.

Ann asked if it would help bring traffic to Winterport if we had a DOT sign on Rt. 1 pointing to Historic/Downtown Winterport. Bernie is going to follow up on that by asking the Winterport Winery what they needed to do to get their sign up.

Ann stated that she would follow up with Dr. Hersey about hosting the next Business After Hours.

Discussed was the fact that we need to get members more involved at the meetings. They also need to learn how to speak and promote their individual businesses at these meetings. Previously there was a spot on the agenda to have someone speak of their business and it was decided it was something we need to bring back again. Therefore, there will be a "60 Second Spot" at each meeting where an individual can give a quick talk about their business for one minute. Ann also asked Bernie at some point if he could give a presentation to the group on how to market or promote a business and maybe Deb Newman could give a talk another time on how to promote a business via the internet.

Ann will follow up with Phil Pitula to put the next meeting date and time on the town's reader board.

Bernie is going to follow up on the August meeting place being planned as a breakfast meeting. Ann offered to coordinate the food.

Meeting adjourned at 9:00 a.m.

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